



# POWER UP YOUR PRIVACY

Find out what you can do to  
enhance privacy protections



## TRANSPARENCY

If your business is collecting personal information from people, you must be open and transparent about how you will handle it.

### Do the housekeeping

Is your organisation holding information it doesn't need? Map the information life cycle, and ensure appropriate review, retention and destruction schedules are in place. Don't forget to consider information held by third-party providers.

### Seek informed consent

Make sure your privacy information is clear, accessible, and accurate when seeking consent.

### Apply privacy by design

Embed good privacy practices into the design of products and services from the beginning. Privacy impact assessments will help you adopt a privacy by design approach, including when looking at new technologies.



## ACCOUNTABILITY

Privacy is a human right and it's one Australians value highly. Maintaining strong privacy practices should be a foundation of your business.

### Apply high standards

Don't just follow the rules: get ahead of them. Make great privacy practices a strength.

### Act fast — don't delay

Good privacy practices include how you deal with problems and breaches. If you suspect a data breach, be flexible and adaptive. Take required steps simultaneously or in quick succession, where possible.

### Embed a strong privacy culture

Make privacy a leadership priority and foster a strong privacy culture at all levels. Empower staff to be strong custodians of privacy.



## SECURITY

Power up the security of personal information in your organisation by using the right tools and guarding against known and emerging threats.

### Guard against impersonation

Access to customer accounts through credential stuffing, and compromised staff access, are key issues to look out for. Strengthen identity management and authentication steps.

### Use the right tools

Have up-to-date privacy management and data breach response plans, and make use of our guidance and tools. Utilise cyber security mitigation strategies.

### Lock the doors

Assume human error will occur and design for it. Choose wisely when outsourcing; make sure the right security measures are in place.